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ORDER

Print Date 10/19/12

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Flight Dates 10/23/12-11/06/12

Contract / Revision 315332 /

Original Date / Revision
10/19/12 10/19/12

Advertiser Voters First

Agency New Media Firm

Buying Contact

1322 G Street SE
Washington, DC 20003

Product

Issue. Voters First TV 10.23-11.6

Agency Com 15%

Billing Contact

1322 G Street SE
Washington, DC 20003

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 1786

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	19	\$14,832.50	\$17,450.00	0.00	10/01/12	10/28/12	19	\$14,832.50	\$17,450.00
November 2012	39	\$30,302.50	\$35,650.00	0.00	10/29/12	11/06/12	39	\$30,302.50	\$35,650.00
Totals	58	\$45,135.00	\$53,100.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WCPO	10/23/12	11/06/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	2	\$650.00	P-2	0.00	NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--W-F--		2				\$650.00		0.00			
		Week: 10/29/12	11/04/12	-T-T---		2				\$650.00		0.00			
		Week: 11/05/12	11/11/12	-T-----		1				\$650.00		0.00			
N 2	WCPO	10/23/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-T---		2				\$750.00		0.00			
		Week: 10/29/12	11/04/12	M-W-F--		3				\$750.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Voters First

Product Issue. Voters First TV 10.23 Estimate # 1786

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WCPO	10/23/12	11/06/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		11/05/12	11/11/12	M-----					1	\$750.00		0.00			
N 3	WCPO	10/23/12	11/06/12	SA GMA 7-8a SA GMA 7-8a	CM	7-8a	-----S-	:30	1	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$375.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 4	WCPO	10/23/12	11/06/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S-					1	\$450.00		0.00			
Week:		10/29/12	11/04/12	-----S-					1	\$450.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 5	WCPO	10/23/12	11/06/12	SU 6-7am SU 6-7am	CM	6-7a	-----S	:30	1	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$300.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$300.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 6	WCPO	10/23/12	11/06/12	SU GMA 7-8a SU GMA 7-8a	CM	7-8a	-----S	:30	1	\$375.00	P-2	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$375.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$375.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 7	WCPO	10/23/12	11/06/12	SU GMTS 8-9a SU GMTS 8-9a	CM	8-9a	-----S	:30	1	\$450.00	P-2	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----S					1	\$450.00		0.00			
Week:		10/29/12	11/04/12	-----S					1	\$450.00		0.00			
Week:		11/05/12	11/11/12	-----					0	\$0.00		0.00			
N 8	WCPO	10/23/12	11/06/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	2	\$475.00	P-2	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	---TF--					2	\$475.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$475.00		0.00			
N 9	WCPO	10/23/12	11/06/12	M-F 10-11a Right This Morning M-F 10-11a	CM	10-11a	MTWTF--	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	---T---					1	\$350.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$350.00		0.00			
N 10	WCPO	10/23/12	11/06/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	3	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----					0	\$0.00		0.00			
Week:		10/29/12	11/04/12	-TW-F--					3	\$500.00		0.00			
Week:		11/05/12	11/11/12	M-----					1	\$500.00		0.00			
N 11	WCPO	10/23/12	11/06/12		CM	5-530p	MTWTF--	:30	2	\$1,400.00	P-3	0.00	NM	4	\$5,600.00



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Product Issue. Voters First TV 10.23 Estimate # 1786

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 5-530p News											
				M-F 5-530p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- T- -					2	\$1,400.00		0.00			
		Week: 10/29/12	11/04/12	- - T- -					1	\$1,400.00		0.00			
		Week: 11/05/12	11/11/12	M- - - -					1	\$1,400.00		0.00			
N 12	WCPO	10/23/12	11/06/12	M-F 530-6p News	CM	528-6p	MTWTF- -	:30	4	\$1,525.00	P-2	0.00	NM	5	\$7,625.00
				M-F 530-6p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - -					0	\$0.00		0.00			
		Week: 10/29/12	11/04/12	- TWTF- -					4	\$1,525.00		0.00			
		Week: 11/05/12	11/11/12	M- - - -					1	\$1,525.00		0.00			
N 13	WCPO	10/23/12	11/06/12	M-F 6-630p News	CM	558-630p	MTWTF- -	:30	2	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
				M-F 6-630p News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- T- -					2	\$1,800.00		0.00			
		Week: 10/29/12	11/04/12	- - WT- -					2	\$1,800.00		0.00			
		Week: 11/05/12	11/11/12	M- - - -					1	\$1,800.00		0.00			
N 14	WCPO	10/23/12	11/06/12	M-F 7-730p	CM	M-F 7-730pm	MTWTF- -	:30	2	\$900.00	P-1	0.00	NM	4	\$3,600.00
				7-730p The List											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- T- T- -					2	\$900.00		0.00			
		Week: 10/29/12	11/04/12	- T- T- -					2	\$900.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
N 15	WCPO	10/23/12	11/06/12	SA 730-8p	CM	730-758p	- - - - - S-	:30	1	\$750.00	P-1	0.00	NM	2	\$1,500.00
				SA730-8P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - - - - S-					1	\$750.00		0.00			
		Week: 10/29/12	11/04/12	- - - - - S-					1	\$750.00		0.00			
		Week: 11/05/12	11/11/12	- - - - -					0	\$0.00		0.00			
N 16	WCPO	10/23/12	11/06/12	M-SU 11p Late News	CM	11-1135p	MTWTF- S	:30	3	\$1,250.00	P-3	0.00	NM	8	\$10,000.00
				M-SU 11p Late News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	- - WT- - S					3	\$1,250.00		0.00			
		Week: 10/29/12	11/04/12	M- WT- - S					4	\$1,250.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -					1	\$1,250.00		0.00			
													Totals	58	\$53,100.00